

Title: Austria Outdoor Power Supply Design

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How do power lines work in Austria?

Concept power lines shaped as animal sculptures can supply energy across the nine states in Austria. Dubbed the Austrian Power Giants, these electricity structures are molded depending on the animal representing the state.

Are Austrian power Giants combining industrial design and grid aesthetics?

The Austrian Power Giants aren't alone in this movement. Across the globe, a handful of projects have begun to merge industrial design and grid aesthetics: "Land of Giants" (Iceland) by Choi+Shine Architects turned transmission towers into human-shaped figures striding across the landscape -- one of the first concepts to humanize the grid.

What is the Austrian power Giants project?

Their Austrian Power Giants project turns traditional high-voltage pylons into sculptural landmarks inspired by Austria's native animals. Recognized with a 2025 Red Dot Design Concept Award, this initiative reflects a growing trend in Europe's energy transition: bringing design-led engineering into the world of large-scale infrastructure.

Could Austrian power Giants reimagine high-voltage pylons as animal-inspired sculptures?

Winner of the 2025 Red Dot Design Concept Award, APG's Austrian Power Giants initiative reimagines high-voltage pylons as striking, animal-inspired sculptures. The initiative could bring both beauty and identity to the energy landscape.

The Austrian Power Giants concept, recently honored by the Red Dot Design Award, swaps those boring pylon shapes for animal-inspired silhouettes. Suddenly, the transmission of ...

Austria has introduced a unique and imaginative approach to infrastructure with its new animal-shaped power line concept.

This project, by blending function with visual storytelling, gives power lines a new purpose beyond energy transmission. Each structure highlights Austria's regional identity while ...

A concept devised by Austrian Power Grid, GP designpartners, and BauCon, these power line towers are shaped into giant animal sculptures representing nine states across the country.

These benign yet uninspired towers are getting a creative overhaul in Austria, thanks to the design by Austrian

Power Giants, a project that is part of the larger grid operator.

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